**Privacy Policy**

This Privacy Policy explains how FireFly Tech Oy ("we," "us," or "our"), the legal entity behind the BuildGrowth platform, collects, uses, and protects your information when you use our website and services. By accessing our website, you agree to the terms outlined in this document.

**1. Applicable Terms**

We use specific terms in this document to ensure clarity and consistency. These terms are defined as follows:

1.1. **We** refers to FireFly Tech Oy, a limited liability company with its principal place of business at Sienimäenkatu 7 C 24, 55510 Imatra, Finland.

1.2. **BuildGrowth Service** denotes the proprietary software product, "BuildGrowth," accessible to users via the internet at our website.

1.3. **Visitor** means an individual who accesses the website but does not have a registered account.

1.4. **Account** refers to the tool providing access to the BuildGrowth service, including functionality for configuration, management, project settings, and usage statistics.

1.5. **Website** refers to our online resource located at <https://buildgrowth.tech/>.

1.6. **Our Email** is our dedicated address, maksim@saleschief.ai, for communication related to personal data collection and processing.

1.7. **GDPR** refers to Regulation (EU) 2016/679 of the European Parliament and Council regarding the protection of personal data. The full text is available at: <https://eur-lex.europa.eu/eli/reg/2016/679/oj>.

**2. Information We Collect**

We collect information directly from you when you interact with our website or services, including:

* **Contact Information:** Name, email address, phone number.
* **Business Information:** Details about your company, such as industry, size, and specific challenges.
* **Website Usage Information:** Data collected via cookies and similar technologies, such as IP address, browser type, and pages viewed.

**3. How We Use Your Information**

We use the collected information to:

* **Analyze Your Needs:** Identify your company’s challenges and optimization opportunities.
* **Provide Tailored Solutions:** Develop custom AI-driven strategies to reduce costs and improve efficiency.
* **Improve Our Services:** Monitor solution effectiveness and refine our offerings.
* **Communicate With You:** Respond to inquiries, share updates, and provide relevant service information.

**4. Sharing Your Information**

We do not sell, rent, or share your personal information with third parties for their marketing purposes. However, we may share your information with:

* **Trusted Service Providers:** To help deliver our services, such as technical support and data analysis.
* **Legal and Regulatory Authorities:** To comply with legal obligations or protect our rights.

**5. Data Security**

We implement industry-standard security measures to protect your data from unauthorized access, misuse, or disclosure. These measures include encryption, secure storage, and access controls. However, no system is completely secure, and we cannot guarantee absolute data security.

**6. Your Rights**

You have the following rights regarding your personal data:

* **Access Your Data:** Request a copy of the information we hold about you.
* **Update or Correct Information:** Ensure your details are accurate and up-to-date.
* **Delete Your Data:** Request the deletion of your data, subject to legal and contractual obligations.
* **Opt-Out of Communications:** Unsubscribe from marketing emails or limit data processing.

To exercise these rights, contact us at maksim@saleschief.ai.

**7. Retention of Data**

We retain your data only as long as necessary for the purposes outlined in this Privacy Policy or as required by law. Once no longer needed, we securely delete or anonymize your data.

**8. Cookies and Tracking Technologies**

Our website uses cookies and similar technologies to enhance your browsing experience. You can manage your cookie preferences through browser settings. Note that disabling cookies may affect website functionality.

**9. Third-Party Links**

Our website may include links to third-party websites. We are not responsible for their privacy practices or content. We encourage you to review the privacy policies of any third-party websites you visit.

**10. Updates to This Policy**

We may update this Privacy Policy to reflect changes in our practices or legal requirements. Updates will be posted on this page with the revised effective date. Please review this policy periodically.

**11. Contact Us**

If you have questions or concerns about this Privacy Policy or our data practices, please contact us:

* **Email:** maksim@saleschief.ai
* **Address:** Sienimäenkatu 7 C 24, 55510 Imatra, Finland